

Stevens, Ontario Exhib, Passes

May End Juvenile Ban in Quebec

A modification of the ban on juvenile admission to theatres in Quebec is in prospect. A change in the present legislation, which has been in effect for 12 years, has been called for in a resolution supported by both of the province's leading religious bodies.

The Boys' Bureau of the Federation (Continued on Page 2)

Henry Falk Joins Laine, Garson

Henry Falk, formerly spokesman of the Independent Motion Picture Exhibitors Association and an executive of Biltmore Theatres, has separated himself from the latter body and joined the Superior Operating Company, Ltd., a Quebec circuit. Falk will act as supervisor of the circuit, which is ruled (Continued on Page 2)

SEND IN YOUR BALLOTS

Right now there is lying on your desk a ballot and a return envelope of the Canadian Film Weekly's Annual Poll of the 10 best boxoffice pictures and stars in the Dominion during the 1941-42 season.

We are sure that it will reveal much information of special and valuable interest to theatre men.

Canada and the rest of the movie world is entitled to know Canadian preferences. Help us gather this invaluable information by marking your choice of the best 10 boxoffice stars and pictures. You needn't mark them in order.

Get busy now and send back your ballot!

Northern Ontario Operator, 47, Brought Films to Mining Areas

R. T. (Bob) Stevens, well-known Ontario exhibitor, died last week at Sudbury, Ontario, at the age of 47. He had been ill since January and entered St. Joseph's Hospital recently, where he passed away. He resided in Sudbury for 25 years.

Mr. Stevens opened the Regent, Sudbury, and the Regent, Creighton Mines, now operated by 20th Century Theatres; the Regent, Sturgeon Falls; and the Orpheum, Sault Ste. Marie. For a number of years he operated the Regent, Espanola.

Coming from Cellara, Italy, to Canada at the age of six, he joined his uncle Frank Stevens in (Continued on Page 2)

Real Kidding On the Square

Jaunty John Cohn of Movie Quiz has been having conversations with Harry Mandell, controller of 20th Century Theatres, about snags in a certain account receivable. The other day Johnny wrote Harry a letter on the subject.

Not one to pass up a fighting phrase, John added, underneath the date, the line grown so popular lately: "One Day Nearer Victory."

Back came a reply from Mandell, stating that the matter would be cleared up in due course. Underneath the date it said:

"One Day Nearer Payment."

Eves Quits NFB

Bob Eves, who was Famous Players' Toronto suburban supervisor before he left to join the National Film Board, has resigned from the latter body. It is rumored that he is headed for the army. There's plenty of talk around of changes in the National Film Board personnel.

Old Clothes Haul At Lyric, Kitchener

The Lyric, Kitchener, Ontario, managed by Howard Schedewitz, ran an old clothes matinee for the Russians and collected a vast amount of castoff stuff—as well as new underwear, etc.

Hundreds of kids and some adults brought in everything from rubber boots to smoking jackets.

Exhibs to Get Red Cross Trailer

Canadian motion picture theatres will be offered a special trailer in connection with the forthcoming national campaign of the Canadian Red Cross in March. The Canadian drive will coincide in the matter of timing with that of the USA.

The trailer will be 300 feet in (Continued on Page 2)

'Banshees Over Can.'

That's the reported title of the short the National Film Board will make on blackouts. Its men photog'd the recent Toronto light-out hour.

Accident Closes Show

The Capitol, New Toronto, was closed for a couple of days when the cold broke a water main in front of the house and caused flooding.

Russ Aid Fund Into Third Million

The Canadian Aid to Russia Fund, having left its original Dominion quota of \$1,000,000 far behind, is now into its third million. Theatres, in particular, are still sending in the results of many forms of money-raising.

Barnes Limping

Pete Barnes, popular head of Foto Nite, is limping these days after a foot operation. Pete, who spent several weeks in the hospital, expects to be back in that old stride soon.

Harnick's Fire

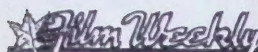
Harvey Harnick of Columbia and family were temporarily out of home because of fire, one of the many in Toronto during the terrific cold spell.

A special matinee at the Capitol, Welland, Ontario, brought \$1460 to the fund and a special evening show at the Park, in the same city, drew \$1420. The Capitol and Park collected almost \$1,000 from people unable to attend.

Bob Garrison, manager of the Queen's, Hespeler, Ontario, ran a Sunday evening show and netted \$325. A Wednesday evening show at the Hollywood, Campbellford, Ontario, which was broadcast for two hours, brought \$1,000. This (Continued on Page 2)

'Shadow of a Doubt' smashes boxoffice records, holding a third week at the Uptown Theatre, Toronto. ANOTHER UNIVERSAL HIT!

(adv't)



Vol. 8, No. 9 Feb. 24, 1943
 HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor,
 Canadian Film Weekly, 21 Dundas Square, Toronto, Canada.
 Published by Film Publications of Canada, Ltd., 5th Floor, 21 Dundas Square,
 Toronto, Ont., Canada. Phone ADelaide 4319. Price 5 cents each or \$2.00 per year.
 Entered as Second Class Matter

Humanity's Symbol

There are few things left in the civilized world which move with comparative freedom past all hazards and beyond geographic barriers. In a world where freedom has boundaries marked by walls of death, the need of succor is as great as the desire to live by those who will surely die if left to their own resources.

This is a world of symbols. The sight of a distant symbol marks the approach of death or slavery. The arrival of other symbols bring with them the promise of life and liberty.

Amid the symbols that torture or gladden the mind of man, there is one that brings hope where there is slavery but not the sometimes welcome death: where there is life but not liberty. It brings hope and the will to live to the beaten, the conquered, the despairing.

The symbol which rides successfully above the deadly submarine and past the guns to where the shells and guns have created a hell on earth is the

Red Cross

We in this country unscathed by war cannot fully know the joy which that symbol brings to the homeless, aged and children, to our wounded heroes and to our lonely soldiers in faroff places. If we did we would strip ourselves of every semblance of luxury to further the objects of the Red Cross. But we are intelligent enough to realize the need of its services.

The Canadian Motion Picture War Service Committee has set up a committee on a national scale to assist in the Red Cross Campaign during the month of March. Leading film men are already at their stations all over Canada and ready to serve under Lt.-Col. John A. Cooper, their chairman for the drive.

Get ready to heed and help them to prove again the deep humanitarianism of the people of the motion picture business and their devotion to the call of duty. It is a labor of the finest love. Follow your heart and bring hope to the hearts of the less fortunate. And to those who are not only doing their duty—but yours as well.

May End Juvenile Ban in Quebec

(Continued from Page 1)
 tion of Catholic Charities passed the original resolution, which also asked for the creation of a board of motion picture censors selected by Catholic and Protestant boards. The Protestant Board of School Commissioners of Montreal, led by Professor John Hughes of McGill University, endorsed the resolution.

"It seems odd in this province," Professor Hughes is quoted as saying, "that one may marry a girl of 12 years of age and she will have to wait four years before her husband can take her to a picture show as part of the honeymoon."

Copies of the resolution were

forwarded to Premier Godbout, Mayor Reynault of Montreal and all civic and provincial public and service bodies.

The present restrictions resulted from a tragic theatre fire in which there was a shocking death toll. The ban met with public favor at the time and children under 16, accompanied by an adult or otherwise, were not permitted to enter theatres.

In deference to the many requests during the holiday season an exception was made in the case of "Snow White," "Dumbo," in 1941, and "Bambi," in 1942, were denied the same privilege.

R. T. Stevens Passes at 47

(Continued from Page 1)

Sudbury.

His first enterprise was the operating of a commissary at Nobel for the employees of the explosives plant located there during the First Great War. This proved a successful venture, and in 1918 he returned to Sudbury and opened his first Regent Theatre in the former Burns Block on Elm St. East.

Pursuing a business to which he had always confessed a peculiar attraction, Bob Stevens, as he was familiarly known to thousands of theatre patrons and business associates, devoted himself unstintingly to the enterprise and success attended his efforts from the first. In August, 1939, he completed and opened the large and modern Regent Theatre, also on Elm St., thus becoming the operator of one of the finest picture houses in the province. In the meantime, too, he had extended his interests, acquiring motion picture houses at Sturgeon Falls, Creighton Mine and Sault Ste Marie. For a number of years, also, he operated another theatre at Espanola, which was rebuilt twice after fires.

In 1923, the deceased married the former Miss Florence Boucher, of Whitefish, who survives him, as well as their six children, Robert, 18; William, 16; Thomas, 15; John, 11; Anne Marie, 13; and Margaret Theresa, 8. The late Mr. Stevens is also survived by his mother, Mrs. G. Stefanzi, who still resides at Cellara, Italy; one sister, Mrs. S. Calando (Mary), of Sudbury; and three brothers, Tony, of Sudbury, Alex, of Sturgeon Falls, and Angelo of Ottawa.

Henry Falk Joins Laine, Garson

(Continued from Page 1)

over by Jules Laine and E. A. Garson.

The partnership owning and operating the Biltmore Theatres was dissolved, with Falk selling his shares to the others interested in the company, Ben Okun, Barnett Laxer, Jack Shayne and several more. Falk remains as president of the National Council of Independent Exhibitors of Canada.

The Superior circuit, Falk explains, is entirely independent and wholly unaffiliated with any of the major chains or any of its subsidiaries. Its head offices are in Montreal and it operates the Kent, Villeray, Beaubien, Midway, Electra, Perron, Verdun Palace and Rex, St. Jerome, theatres. Falk remains a director of the Independent Motion Picture Exhibitors Association and its delegate to the National Advisory Council.

Russ Aid Fund In 3rd Million

(Continued from Page 1)

is big-time collecting in towns with such comparatively small populations. The houses are owned by Lou Davidson and Pete Barnes.

One of the finest totals amassed comes from Vancouver, where meetings at the Orpheum, Vogue and Beacon theatres yielded \$15,950. Donations made at a concert by the Vancouver Symphony Orchestra brought in \$900. The Regent, Vancouver, raised \$227.

British Columbia exhibitors have been extremely busy. The Capitol, Rossland, drew \$53.18; Capitol, Prince Rupert, \$310.70; Civic, Nelson, \$229.11—all through concerts.

A special show at the Capitol, Middleton, N.B., brought in \$160. The Capitol and Empire theatres at Charlottetown, P.E.I., won the fund \$497.

Added to the funds collected from the public are the donations of exhibitors and theatre workers who are also contribute their facilities and services.

Theatres have meant a great deal to the drive.

Exhibits to Get Red Cross Trailer

(Continued from Page 1)

length. Distribution will begin about March 3rd in the same manner as the past, six offices bearing the burden. Exhibitors should get in touch with local Red Cross committees about the most suitable date.

Arrangements have also been made for newsreels to carry campaign clip. Three newsclips will be included, the dates being February 25th, March 4th and March 11th.

The War Services Committee of the industry has planned the trailers and clips, along with other moves, as part of its policy of co-operating with the government and national organizations.

Theatre owners are asked to extend their fullest services to the Red Cross, especially for opportunity showings of the trailers and clips. The fine help of the past need only be duplicated.

The request, "Join the Industry's 'March of Dimes' Feb. 18-24," which is found in the "Hitler's Children" ad on page 3, refers to a purely American drive and may be disregarded in Canada.

THE AVALANCHE HAS STARTED!

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WONDER
THE
WHOLE
INDUSTRY
IS
TALKING
ABOUT
IT!...**

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COLUMBUS

MANHATTAN
LEXINGTON

KEITH'S
DAYTON

HIPPODROME
CLEVELAND

CIRCLE
INDIANAPOLIS

RIALTO
LOUISVILLE

AMBASSADOR
ST. LOUIS

ALBEE
CINCINNATI

HILL STREET
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NEW ORLEANS

PALACE
CHICAGO

PANTAGES
HOLLYWOOD

GOLDEN GATE
SAN FRANCISCO

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PHILADELPHIA

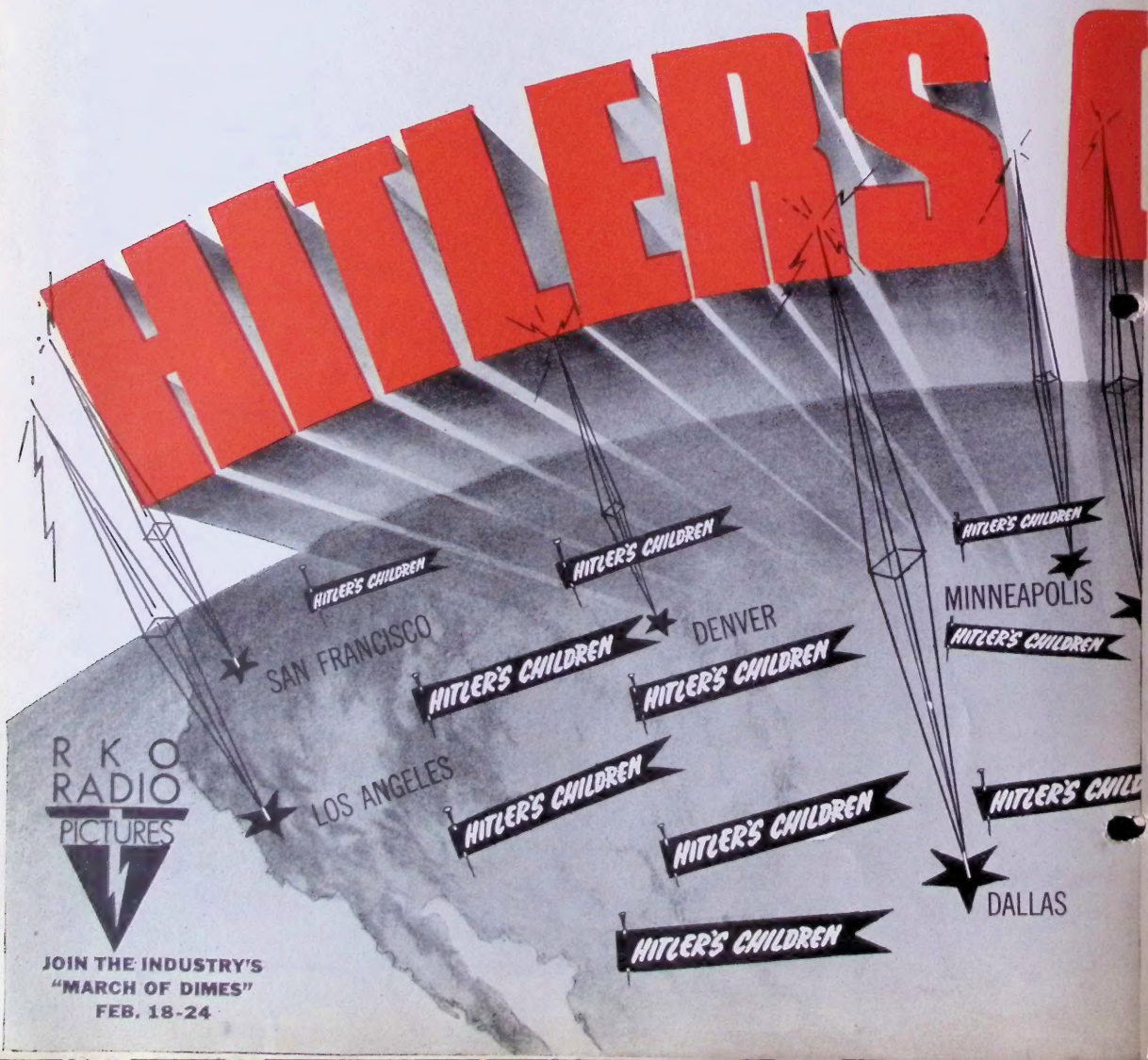
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**AND THE TOP HOUSE IN EVERY
CITY AND TOWN...AS SOON AS
WE CAN GET PRINTS TO HANDLE
THE AVALANCHE OF BOOKINGS!**

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SEEN SEVERAL TIMES, TAKEN TO MIND AND HEART, AND
REMEMBERED WELL."—Chicago Herald-American**

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coast to coast and border to border! . . . Blankets of intensive showmanship parallelling that spectacular and sensational 50-City World Premiere staged under the sponsorship of Radio Station WLW, Cincinnati . . . the amazing promotion that helped skyrocket grosses in every one of the theatres anywhere from 150% to 300% of the average for TOP GROSSING pictures of the past . . . paving the way for a perfect record of **HOLDOVERS**, and setting the stage for unheard-of business for every theatre in the territory!—Now it's headed **YOUR** way on a tidal-wave of box-office publicity that's sweeping everything before it!

CHILDREN

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HITLER'S CHILDREN

LIFE

Selected as the
"PICTURE OF THE WEEK"
by **LIFE**, issue of February 1

WITH
TIM HOLT • BONITA GRANVILLE • KENT SMITH • OTTO KRUGER • H. B. WARNER and
**LLOYD CORRIGAN • ERFORD GAGE • HANS CONRIED
GAVIN MUIR • NANCY GATES**

Produced by Edward A. Golden • Directed by Edward Dmytryk • Based on the book "Education for Death" by GREGOR ZIEMER • Screen Play by Emmet Lavery

February 24th, 1943

COAST-TO-COAST COVERAGE

Vol. 8, No. 9

Something to Shout About-OK

'Powers Girls' Fair Film

"THE POWERS GIRLS"
UNITED ARTISTS
(Running Time: 53 Minutes)

Though "The Powers Girls" is somewhat shortwinded compared with what one expects from a picture with so strong a title, it provides a large hunk of glamour in the person of plenty of beautiful femmes and can be sold to favorable results. It is unserious all the way, an intentional condition for the most part, and shows the effects of set conservation.

But it is nevertheless plenty lookable and listenable and will do nicely a side dish. There's plenty of slick chatter on hand, such as "A fox is a wolf who sends flowers."

Ann Shirley seems to have picked up facial maturity and her unsophisticated tones, while in keeping with her character in the film, offer an odd contrast. She looks every bit as hep as Carole Landis, who plays her ambitious and wizenheimer sister. Alan Mowbray as John Powers presents a more level-headed character than he usually offers and George Murphy, this time no good-natured schmoek, hollers and hops about as an unscrupulous camera reporter. Dennis Day plays a dope comedy role and sings well when required.

The story, which doesn't offer any of them much chance, has to do with Landis' love for Murphy and Murphy's love for Ann Shirley. Murphy has printed an embarrassing photo of Ann Shirley without getting a release. It costs her a job as a school-teacher. She comes to the city to get a retraction but Murphy volunteers to get sister Carole a job as a Powers model to square things.

What gives the picture its pull are the real Powers girls and Benny Goodman and his Orchestra.

Hands Across The Border

Appeals of the March of Dimes organization to theatres for co-operation drew responses from three Canadian houses. The March of Dimes campaign is a strictly USA venture and provides financial support in the fight against Infantile Paralysis.

COLUMBIA MUSICAL HAS PLENTY SOCK APPEAL

"SOMETHING TO SHOUT ABOUT"
COLUMBIA
(Running Time: 53 Minutes)

Though its ending is telegraphed a long way back and Don Ameche offers a routine role, "Something to Shout About" in no way depends on these things. It is a superior musical, fast-paced from beginning to end, loaded with novel comedy, first-rate music and top production scenes. Yet no smash.

It certainly is a picture of much variety, offering stars to those who prefer them and catering at once to specialized and general tastes. There is the music of Cole Porter, whose name means something and whose work means more. There are the David Lichine ballet dancers, that infrequent type of movie fare being presented in such a way as to please the initiated and gladden those to whose eyes that type of terpsichore is new and novel.

The singing, done by lovely Janet Blair, who plays the love lead, is as good as anything the screen has offered in a long time. Miss Blair, though she has built up a boxoffice following, is still growing in power, her regular appearance with Bing Crosby bringing her new followers each week. Don Ameche, of course, has his own clientele in numbers not to be sneezed at.

The comedy is handled by

Jack Oakie, at his boldest best as the keeper of a theatrical boarding house where everyone rehearses in the parlor and no one pays rent. And taking very little of a back seat from a standpoint of customer attraction, is the colored pianist of considerable fame, Hazel Scott. Miss Scott's kind of music, done on a larger scale by popular bands, is causing holdovers of musicals these days.

An attractive and funny novelty is the dog act known as "The Bricklayers," in which the pooches build a house and have a few accidents while doing it. Others who help things along are Colina Wright, Jr., William Gaxton, Veda Ann Borg and Jaye Martin.

The story is about the press agent who discovers a small town girl and sets out to make a star of her in a show angelled by a rich ex-chorus girl who wants to star in it herself. Ameche is the press agent, Blair the heroine and Wright the heel. You know who wins out.

Gregory Ratoff, who directed, did a fine job of stitching together so many varied patterns into a reasonable whole. It's a breezy, farcical piece that will please dance lovers, dog lovers, jazz lovers and just plain lovers. They couldn't have put more in it if they tried.



JANET BLAIR
who gives a fine
all-round performance

Dewey Bloom Up To His Old Tricks

Dewey Bloom, Regal exploiter, who made publicity departments sit up from coast to coast when he got department stores to see the idea of full page institutional support of "Mrs. Miniver," is at it again.

This time Dewey has started off "Journey for Margaret" in the same way but on a smaller scale. Even then, that's quite an accomplishment, considering the number of films current that lend themselves to that sort of boosting—if boosters can be found.

Bolton at Warners

Whitney Bolton has been appointed publicity director of Warners Brothers by Charles Einfeld.

John W. Considine, 80, Passes in Hollywood

John W. Considine, 80, pioneer vaudevillian, showman and founder of the Fraternal Order of Eagles, died of pneumonia last week in Hollywood.

He was the father of John W. Considine, Jr., movie director. Best known as Considine of Considine & Sullivan vaudeville fame, he also was credited with having brought actor Charlie Chaplin to this country from England.

Just Off the Press

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PRC

**Comes through
with one of great
pictures of the war!**

Corregidor

For the epilogue of this great picture Alfred Noyes, the English poet, has written the following poem, which appeared in the New York Times:

CORREGIDOR

Men of the blood-red Rock,
Corregidor;—
The Rock, the living Rock,
for which you died,
Freedom still stands, enthroned
above the war,
No treacherous foe can scale
that mountainside.

Your dying hands rebuilt above
the world
A fortress for the unconquer-
able mind,
A mountain with a sky of stars
unfurled
Above it, and a hope for all
mankind.

Men of the Rock, far over sea
and land,
Your thunder-cloven crests
once more grow bright,
America, the torch in her right
hand
Re-crowned with fire, is mov-
ing through the night.

America, by land and sea and
air,
Moves to her dead. Let all
her foes beware!

— COMING —

*An Alexander Korda
Production*

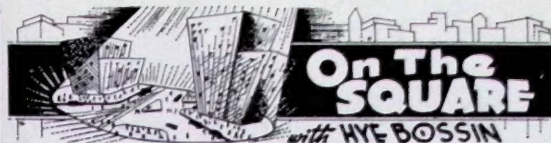
'The Scarlet Pimpernel'

With Leslie Howard,
Merle Oberon and
Raymond Massey

Producers Releasing Corporation

LIMITED

Executive Offices:
277 Victoria St., Toronto, 2, Ont.



Behind the Eight Ball

Last Saturday afternoon I wandered into Karry's pool hall, favorite noon-time hangout for film fellows, and took a beating at Boston from some bookers and a film salesman who can make the ivory spheres do a conga. Defeat led to these thoughts on the least picturized of traditional gypsy gamblers, the pool shark.

The pool shark (native habitat: North America) is a vanishing breed. In the days of the itinerant experts of all games of chance he was known wherever men gathered and money was loose.

About the turn of the century the game of pool occupied masculine interest to a tremendous extent. The knight of the green table, using a cue for a lance, was a popular figure in the world of sport. Thousands turned out to watch him meet other worthies in matches and international tournaments. The sports pages gave the game a large measure of space.

Perhaps the first Great War, motion pictures and radio gave people more interesting things to do. Few new champions have come up, sure evidence of diminished interest. The men who were the champions in other days still rule except where death has intervened.

The Pool Shark Lingered On

Though the game declined the pool shark carried on for a long time in male recreational centres, particularly in small towns, where the man who played the best game of pool had a special standing. In those days barbers reserved shaving mugs and pool-hall proprietors set aside cues for individuals.

The last pool shark of my acquaintance was a colored man known as "Spot Shot Charlie." He was lean and lank, like one of his beloved lances. An affable person, he barnstormed through hamlet and metropolis in search of competition—at so much per game.

Arriving at strange burghs, he spent hours studying the quirks, ability and cash standing of the leading local devotees. Schooled and skilled, he knew just what to look for that might lead to a later advantage.

After a while a good local player found himself in a friendly game with "Spot Shot Charlie," who played an average game, losing some. Then he suggested that the next game be for a quarter—"just to make it sociable."

The crowd of spectators grew—and so did partisanship. The local man's ego mounted—and so did the stakes from game to game. The townsmen backed their fellow. At the end of the session Charlie had won all the money and moved on.

"Spot Shot Charlie" didn't cheat. He just hid his talents, doling them out strategically and waiting for the main chance.

Still, according to the popular legend, the pool shark, like the horse bettor, dies broke.

For Example . . .

There's a story about a man, obviously underweight, who visited a doctor to complain about constant illness. Puzzled, the medico asked him what he did for a living.

"I'm a pool shark," answered the patient.

The doctor fished around in his jeans and brought up 50 cents. "Take this," he said, "and buy something to eat. That's all that's the matter with you."

About "Spot Shot Charlie" again. He died a while ago. They found his body on a park bench. And that's the out-and-out truth.

Pure Coincidence

Harvey Harnick of Columbia, who put out a crackerjack campaign on "The Commandos Strike at Dawn," is being kidded about one of those funny but fortunate breaks.

Toronto Daily Star front-paged newest Commando activities with this head: "Commandos Strike at Dawn." Harnick admits that he didn't have a thing to do with it.



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Rhythm Parade

— Coming —

Prison Mutiny



JOHN KURK, Royal, North Bay, in an advertising campaign for "Are Husbands Necessary" arranged for a spot announcement over a local radio station, immediately prior to the Lux Radio Program with their presentation of "Are Husbands Necessary?" We call that nice spotting.

For "Holiday Inn" John had musical notes made, each with a song or star from this feature. These were placed on the drapes dividing the lobby from the Auditorium.

* * *

LEN HERBERT, Centre, London, arranged a huge calendar on the roof of the marquee. This was placed in advance of the showing "Seven Days Leave." An attractive display was arranged at the rear of the foyer, drawing attention to the music from this picture. Tied up with record shops, which displayed music and records. Music from the picture was played on the Non Sync.

* * *

FOR "Pride of the Yankees" Lloyd Gurr, Century, Hamilton, arranged window tieups with several downtown merchants, in addition to the regular restaurant and canteen publicity.

A special scene cut of baseball players appeared on the sports page of one of the dailies and the Sports Commentator over a local radio station plugged the picture daily for about 10 days in advance. He reviewed the picture on opening day and gave the largest portion of his program time in doing same. This was all done gratis but this Sports Commentator was able to play host to some 50 orphans at a matinee.

* * *

BILL CUPPLES, Grand, Sudbury, on "Tales of Manhattan," used heads of the stars mounted on star-shaped cutouts for an attractive display along one side wall of the lounge. Copy read, "We had to use the walls to find enough space to tell you all about the stars appearing in this picture."

For "Maise Gets Her Man" Bill sold the "Fun Appeal" of Red Skelton and the "Eye Appeal" of Ann Sothern.

* * *

FOR "I Married a Witch" Harland Rankin, Centre, Chatham, placed a bowl with invisible fish in a merchant's window. Another window was arranged with an empty chair, all tied up in a witchcraft manner.

RED CROSS CAMPAIGN

March 1st - 31st

A National Committee has been formed in the Motion Picture Industry to assist the Canadian Red Cross in its annual campaign during the month of March. In this period the American Red Cross will also make its annual appeal.

The Committee will work in harmony with the nine Provincial Divisions of the Red Cross in whatever way seems most desirable. If Provincial Committees are necessary, these will be formed. Where local committees are desirable it is expected that theatre owners will organize to meet the need.

The Personnel of the National Committee is as follows:

TORONTO: T. J. Bragg, R. Boistad, N. L. Nathanson, J. Earl Lawson, K.C., Gordon Lightstone and Herbert Allen. **MONTREAL:** William Lester and Hillis Cass. **SAINT JOHN:** F. G. Spencer and Lewis McKenzie. **HALIFAX:** R. S. Roddick and Thomas Courtney. **WINNIPEG:** Robert Hurwitz and J. H. Huber. **SASKATOON:** William Winterton. **PRINCE ALBERT:** P. W. Mahon. **EDMONTON:** Harry Freedman. **CALGARY:** V. M. Storey. **VANCOUVER:** L. I. Bearg and Charles Ramage. **JOHN A. COOPER**, Chairman.

Arrangements have been made for special news items in the News Weeklies during March, and a Red Cross Trailer has been prepared and will be distributed by the Exchanges from all six territorial distributing centres.

This advertisement is published with the compliments of the

Canadian Motion Picture War Services Committee

Stewart Resigns, McCutcheon Succeeds

James Stewart of Toronto, services administrator for the War-time Prices and Trade Board since December, 1941, has resigned and is returning to his duties as assistant general manager of the Canadian Bank of Commerce. His work was praised by Donald Gordon.

He was succeeded by M. W. McCutcheon, who was deputy administrator.

Theatre False Alarm

Fire trucks pulled up outside the Prince of Wales, Toronto, one night last week but those inside didn't know it. A citizen noticed sparks coming out of a chimney on a building behind the theatre and mistook them for a fire, calling the reels.

A Hollywood Worry

President Roosevelt's order that a 48-hour week become the practice in certain areas, one of which is Hollywood, has film makers worried. The shortening of hours added to the shortage of labor will affect production even more.

Silverthorne Speaks

O. J. Silverthorne, chairman of the Ontario Motion Picture Bureau, spoke before the Toronto Council of Women last week on the importance of the motion picture. "Motion pictures," he said, "play almost as important a part in Canada's war effort as modern bombers, fighter planes, tanks and battleships."

For Theatre Requirements

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